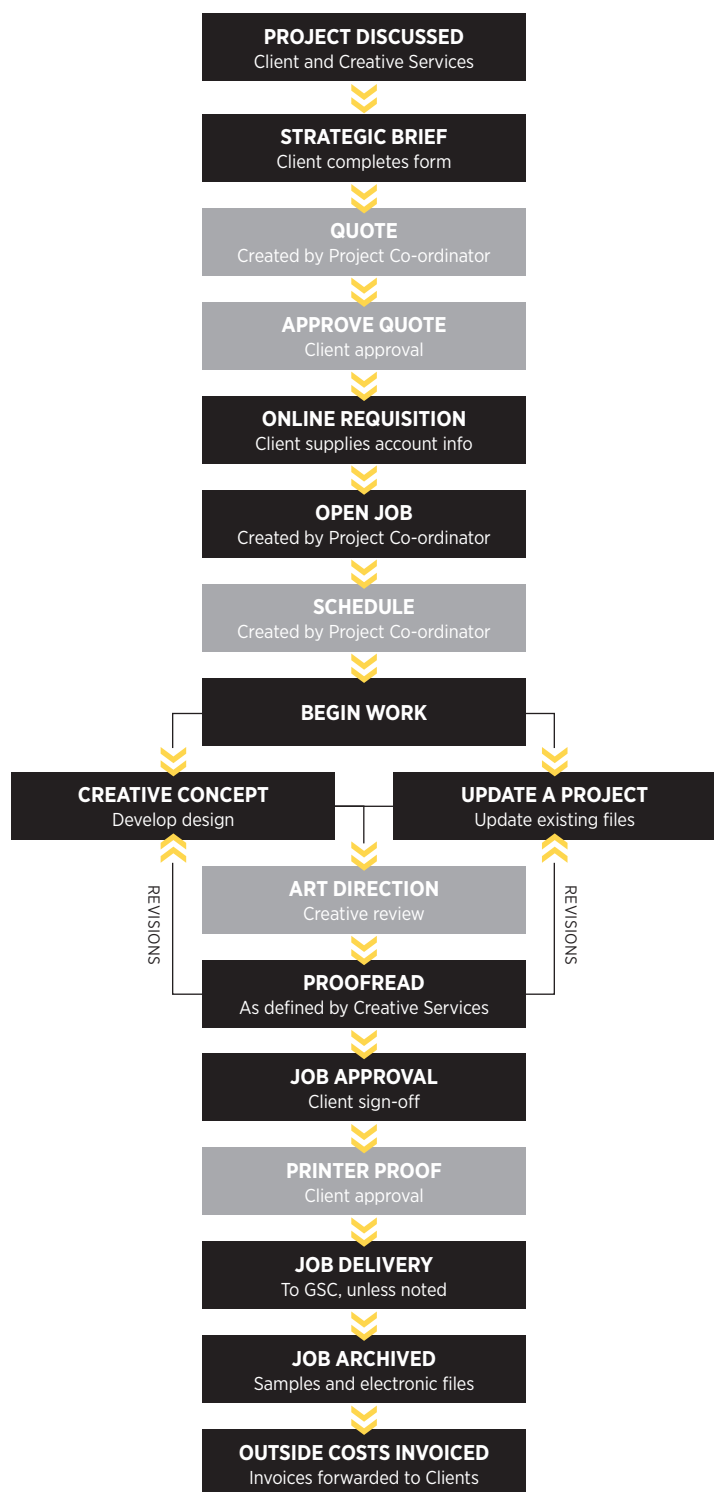


HOW TO workflow OF A PROJECT

The following steps outline the typical workflow of a project with Creative Services.



PROOFREADING YOUR PROJECT

Creative Services will proofread and edit using the guidelines below (taken from Marketing & Undergraduate Recruitment and the Marketing and Strategic Communications style guides) to the best of our ability. Ultimately, the copy approval is the client's responsibility. Names, dates, websites, etc. should be double-checked for accuracy. Approval of your project indicates that you are accepting full responsibility including any further errors if found.

- » **Spellcheck** — Document will be spellchecked using our design software's spellcheck program.
- » **Consistent use of numbers** — In longer or more formal communication, spell out all numbers under 10; use figures for any number 10 or over, except at the beginning of a sentence. In informal or shortened contexts, use numerals for all numbers.
- » **En dashes** — Change hyphens (- or --) to en dashes (–) with space on either side or em dash (—) with no space on either side (MSC style guide indicates em dashes are to be used). The key is for consistency.
- » **Bad line breaks, orphans or widows** — Check and remove orphans, widows or bad line breaks, if possible.
- » **Pagination** — Ensure the page numbering is consecutive.
- » **Double spaces** — Check for and remove all double spaces from the end of sentences or between words.
- » **Phone numbers** — Ensure phone numbers follow the University standard (eg. 519-888-4567, ext. 33333).
- » **Naming convention** — University of Waterloo should be indicated as Waterloo or UWaterloo (where appropriate) instead of UW.



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